

Dear [Customer's Name],

We hope this message finds you well. We want to take a moment to express our gratitude for your continued loyalty to [Insurance Company Name]. Your trust in us is greatly valued.

As a token of our appreciation for your unwavering support, we are pleased to inform you that we will be adjusting your policy premium for [Policy Type] effective [Effective Date]. This adjustment reflects our commitment to rewarding loyal customers like you.

Your new premium will be [New Premium Amount], representing a [percentage]% decrease from your previous premium. We believe that this adjustment not only recognizes your loyalty but also aims to provide you with ongoing value in your coverage.

If you have any questions regarding this adjustment or your policy, please do not hesitate to contact our customer service team at [Customer Service Phone Number] or [Customer Service Email].

Thank you once again for being a valued member of the [Insurance Company Name] family. We look forward to serving you for many more years to come.

Sincerely,

[Your Name]

[Your Title]

[Insurance Company Name]

[Contact Information]